GOAL: Engage Existing Outreach Resources	ACTIVITY
Utilize existing infrastructure (internal DHW and external community resources) for outreach and sharing of Infant Toddler Program (ITP) related information.	 Distribute ITP outreach materials through the following distribution avenues: a. Idaho Sound Beginnings mailings to parents, providers b. WIC offices c. Regional Healthy Connections offices d. Idaho STARS
	 Share ITP information and resources (including Developmental Milestones) with the following groups: a. Child Welfare social workers b. Families referred to Child and Family Services c. Foster parents d. New adoptive parents
	 Enable ITP staff to share consistent message regarding ITP philosophy, resources, eligibility criteria, and service options with families, the medical community, and the public. a. Learn what information/resources are currently in use in each Region. b. Develop training plan with Supervisors re: topic areas needed and timeline for staff training on related topics (eligibility criteria, outreach resources, etc.) c. Roll out training plan as developed.
GOAL: Promote Consistent Branding and Messaging of all ITP Products	ACTIVITY
	1. Evaluate ITP related materials currently in use in each Region.
	Evaluate strength of ITP logo. Explore development/use of a tagline with current logo.
	3. Standardize ITP outreach materials regarding message, format, logo, and contact information.
	 4. Develop an electronic referral form with user access on ITP website, Facebook, and/or other electronic networking media sites. a) Map out plan & process for form development b) Roll out electronic referral form

GOAL:	ACTIVITY
Effectively Use Technology/Social Media to Strengthen ITP Outreach:	
Set up ITP information resource/computer kiosk in locations frequented by parents of young children, to promote enrollment in Developmental Milestones:	 Explore partnerships with the following: Local Walmart Commission for Libraries WIC clinic Perform cost/benefit analysis for various related activities. If appropriate, establish outreach kiosk at selected locations.
Effectively use social media (e.g. YouTube, Facebook, Twitter) to promote ITP and Developmental Milestones	 Obtain clearance for ITP-specific Public Information site using social media formats. a. Obtain IT security approval for access to Facebook b. Submit request to Public Information officer for ITP Public site Develop content and launch Public Information site.
Increase presence and promote consistent messaging on selected partners' websites	 Send ITP Outreach messages to community partner agencies for posting on their website and social media outlets. Use existing EC3 Facebook page to promote ITP and Developmental Milestones.